

## **Program Vision Statement**

Improve the quality of life for people in Idaho by eliminating risks associated with tobacco use and exposure.

## **Background**

The Idaho Tobacco Prevention and Control Program (Project Filter) is housed within the Bureau of Community and Environmental Health, Division of Public Health, Idaho Department of Health and Welfare. Consistent with the National Tobacco Control Program's (NTCP) objectives, the four primary goals of Project Filter are to: 1) Eliminate exposure to environmental tobacco smoke (ETS); 2) Promote quitting among adults and youth; 3) Prevent initiation among youth; and 4) Identify and eliminate tobacco-related disparities among population groups. The CDC has made funding available to state health departments in all 50 states and the District of Columbia to implement state-based tobacco control programs using evidence-based and comprehensive approaches. Funding from this grant will allow Project Filter to implement comprehensive and evidence-based tobacco prevention and control activities throughout Idaho. Continued collaboration with the local public health districts (PHDs), Idaho tribes, Idaho Department of Education, Idaho Commission on Hispanic Affairs (ICHA), Idaho Academy of Family Physicians (IAFP), American Lung Association (ALA), the Tobacco Free Idaho Alliance (TFIA), Smoke-Free Idaho (SFI), other state and community partners, CDC funded chronic disease programs and the healthcare community will allow Project Filter to establish and maintain sufficient tobacco control program capacity. All program strategies, objectives and activities reflect the four NTCP goals and the five Best Practices for Comprehensive Tobacco Control components.

### **NTCP Goals:**

- 1. Prevent initiation of tobacco use among young people*
- 2. Eliminate nonsmokers' exposure to secondhand smoke*
- 3. Program quitting among adults and young people*
- 4. Identify and eliminate tobacco-related disparities*

### **Best Practices for Tobacco Control:**

- 1. State and Community Interventions*
- 2. Mass-Reach Health Communication Interventions*
- 3. Cessation Interventions*
- 4. Surveillance and Evaluation*
- 5. Infrastructure, Administration, and Management*

## **Current Staff**

- Ivie Smart (FT) – Health Program Manager
- Corby Goade (FT) – Health Program Specialist
- Jamie Delavan (FT) – Health Equity Program Specialist
- Kara Stevens (PT) – Section Manager
- Casey Suter (PT) – Evaluation Specialist
- Heidi Murphy (PT) – Health Education Specialist
- Kelly Knoblock (PT) – Administrative Assistant

## **Current Funding Sources**

### **Total FY16 Tobacco Prevention Funds = \$3,861,778**

- National State-Based Tobacco Control Programs (NTCP), Office on Smoking and Health (OSH)
  - 5-year grant award (2015-2020)
  - Current year budget: \$914,306 (March 29, 2015 – March 28, 2016)
  - Funding cycle: March 29, 2015 – March 28, 2020
- PPHF 2014: Tobacco Use Prevention – Public Health Approaches for Ensuring Quitline Capacity
  - 4-year grant award (2014-2018)
  - Current year budget: \$69,872 (August 1, 2015 – July 31, 2016)
  - Funding cycle: August 1, 2014 – July 31, 2018
- Idaho Tobacco Tax allocation (Cancer Control Account):
  - Less than ½ percent of tobacco tax dollars collected
  - Current year budget: \$170,900 (July 1, 2015 – June 30, 2016)
  - Funding cycle: state fiscal year (July 1 – June 30)
- Idaho Millennium Fund (Master Settlement Agreement funds)
  - Annual application and award
  - Current year budget: \$2,706,700 (July 1, 2015 – June 30, 2016)
  - Funding cycle: state fiscal year (July 1 – June 30)

## **Program Elements to be Sustained**

Youth advocacy programs  
Idaho cessation resources (Idaho QuitLine and online program)  
Media/Marketing  
Community Outreach  
Policy, System and Environmental Change (Second-hand smoke policies)  
Tobacco Free Idaho Alliance

## **Partners**

American Heart Association (AHA)  
American Cancer Society, Cancer Action Network (ACS-CAN)  
American Lung Association (ALA)  
Boise State University (BSU)  
Bureau of Community and Environmental Health (BCEH)  
Idaho Academy of Family Physicians (IAFP)  
Idaho Commission on Hispanic Affairs (ICHA)  
Idaho Department of Education (Dept. of Ed)  
Idaho Division of Public Health (DPH)  
Idaho Millennium Income Fund committee (MF Committee)  
Idaho State University (ISU)  
Idaho Tribes (Nez Perce, Sho-Ban, Coeur d'Alene)  
Local Public Health Districts (PHD)  
Smoke-Free Idaho (SFI)  
St. Luke's Regional Medical Center (St. Luke's)  
Tobacco Free Idaho Alliance (TFIA)  
Tobacco Prevention and Control Evaluation Stakeholder Workgroup (ESW)  
University of Idaho (UI)

| <b>Organizational Capacity and Support:</b> Having the internal support and resources needed to effectively manage your program and its activities   |   |  |
|--|---|--|
| <b>Sustainability Objective:</b> By June 2020, maintain a comprehensive state tobacco prevention and control program for the State of Idaho.   |   |  |
| <b>Steps to achieve objectives:</b>  | <b>Who will do the work?</b>  | <b>What does success look like?</b>  |
| 1. Continued support from Division Administration to continue tobacco prevention and control activities  | Program Manager<br>Section Manager<br>Bureau Chief  | Project Filter will continue to receive tobacco tax funds to support the program.  |
| 2. Continued sub-grants with local public health districts and Idaho Tribes  | Health Program Manager<br>Health Program Specialist<br>Health Equity Program Specialist   | Tobacco prevention and control activities will continue throughout Idaho and on the reservations.                        |
| 3. Collaboration with bureau and division programs with a tie to tobacco prevention and control (i.e., Comprehensive Cancer Control, Women's Health Check, Heart Disease and Stroke, Oral Health, Diabetes, Environmental Health). | Health Program Manager<br>Health Program Specialist<br>Health Equity Program Specialist<br>Health Education Specialist<br>Section Manager | Prevention and cessation information will be distributed and promoted through other division programs to maximize reach. |

| <b>Funding Stability:</b> Establishing a consistent financial base for your program  |   |   |
|--|---|---|
| <b>Sustainability Objective:</b> By June 2020, Tobacco Tax funds will cover the gap to achieve the recommended CDC funding levels for tobacco prevention and control.  |   |   |
| <b>Steps to achieve objectives:</b>  | <b>Who will do the work?</b>                          | <b>What does success look like?</b>   |
| 1. Participate in conversations about Tobacco Tax initiatives with the goal of achieving the best possible outcome in funding tobacco prevention and control, and ensuring initiatives cover all tobacco products. | TFIA  | TFIA will meet to discuss the feasibility of working with legislative champion on a tax increase. Legislative champion will be identified.              |
| 2. Advocate for general public and legislative support for a tobacco tax increase.   | ALA<br>AHA<br>IAFP<br>ACS-CAN                         | Legislative champion will be identified.<br>Polling will take place to assess general support.  |
| 3. Educate policy makers on the recommended CDC funding levels and other benefits of a higher tobacco tax.   | Project Filter Staff<br>ALA<br>AHA<br>IAFP<br>ACS-CAN | Meetings will be held with legislators and decision makers.<br>Data sheets will be produced.<br>Print media campaign will be developed and implemented. |
| 4. Identify and collaborate with private business owners to increase support for a tobacco tax increase.   | Project Filter Staff<br>ALA<br>AHA<br>IAFP<br>ACS-CAN | Possible business partners will be identified.  |
| 5. Collaborate with tribal councils to coordinate efforts to support simultaneous tobacco tax increase.  | Project Filter Staff<br>ALA<br>AHA<br>IAFP<br>ACS-CAN | Tribal councils will agree to meet and coordinate tax increase efforts on the reservations.   |

| <b>Partnerships:</b> Cultivating connections between your program and its stakeholders   |                                |   |
|--|--------------------------------|---|
| <b>Sustainability Objective:</b> Annually, 75% of the Millennium Funds will be utilized for tobacco prevention and control.  |                                |   |
| <b>Steps to achieve objectives:</b>  | <b>Who will do the work?</b>   | <b>What does success look like?</b>   |
| 1. Assess current funding patterns to identify opportunities to increase funding requests.   | Health Program Manager         | Department approval will be received to increase the annual Millennium Fund grant request to work on additional tobacco prevention and control activities statewide.  |
| 2. Reach out to current and potential partners/stakeholders statewide to educate and encourage applying for all available Millennium Funds.                                      | Health Program Manager<br>TFIA | Meet with stakeholders and partners on a regular basis to discuss MF applications and identify programs that should be applying for funding. As a result, most of the MF funding will be awarded to programs with evidence-based tobacco prevention and control activities. |
| 3. Educate Millennium Fund committee members on comprehensive tobacco prevention and control and best practices (including need for inclusion of additional staff where needed). | Health Program Manager<br>TFIA | Millennium Fund members will have a clear understanding of the tobacco prevention and control programs in the state and will recommend full requested funding for programs.   |
| 4. Collaborate with partners to coordinate efforts and maximize impact of Millennium Fund presentations and funding.   | Health Program Manager<br>TFIA | All presentations will include evidence-based tobacco prevention and control activities and will show a coordinated effort to decrease tobacco use in Idaho.  |

| Program Evaluation: Develop and implement an evaluation plan   |                       |   |
|--|-----------------------|---|
| Sustainability Objective: By March 31, 2018, develop and implement an evaluation plan for all tobacco prevention and control program activities.         |                       |   |
| Steps to achieve objectives:   | Who will do the work? | What does success look like?  |
| 1. Convene evaluation work group with strategic partners to develop a five year evaluation plan.   | Evaluation Specialist | Evaluation work group members will be identified and first meeting will convene by the end of March 2016. |
| 2. Develop and implement written evaluation plan for tobacco control program.  | Evaluation Specialist | Written plan will be developed and implemented within the program.  |
| 3. Conduct evaluation plan activities consistent with the CDC's Framework for Evaluation.  | Evaluation Specialist | Regular meeting schedule will be planned to review evaluation plan activities and deliverables.           |
| 4. Continue to meet with internal and external stakeholders to ensure implementation of evaluation plan and make necessary changes or additions to plan. | Evaluation Specialist | Evaluation plan will be implemented into all programmatic activities.                                     |
| 5. Participate in CDC sponsored evaluation trainings, webinars, and technical assistance calls.  | Evaluation Specialist | Evaluator will participate in regular trainings and meetings.   |

| <b>Communications:</b> Strategic communication with stakeholders and the public about your program  |   |  |
|---|---|--|
| <b>Sustainability Objective:</b> By June 2020, maintain networked partnerships including state, local and chronic disease coordination to maximize communication reach. |   |  |
| <b>Steps to achieve objectives:</b>   | <b>Who will do the work?</b>  | <b>What does success look like?</b>  |
| 1. Participate in bi-monthly Tobacco Free Idaho Alliance (TFIA) webinars and the annual TFIA membership meeting.  | Health Program Manager<br>Health Program Specialist<br>Evaluation Specialist<br>Health Equity Program Specialist<br>Health Education Specialist | Annual meetings and bi-monthly webinars will continue providing information and education on tobacco prevention and control issues in the state. Work towards goals and objectives for the five year strategic plan will continue. |
| 2. State program involvement in the TFIA executive committee.   | Health Program Manager  | Annual meetings and bi-monthly webinars will continue providing information and education on tobacco prevention and control issues in the state. Work towards goals and objectives for the five year strategic plan will continue. |
| 3. Participate in monthly Coordinated Chronic Disease partnership meetings.   | Health Program Manager<br>Evaluation Specialist<br>Health Program Specialist<br>Health Equity Program Specialist                                | Project Filter will have maximum reach to inform and educate healthcare providers and individuals with chronic disease of the health benefits of quitting tobacco use.   |
| 4. Participate in the Smoke-free Idaho Advisory Committee.  | Health Program Manager  | Participation in meetings; assistance with policy development and signage for municipalities.  |
| 5. Participate in statewide Bureau of Community and Environmental Health networks with a relation to tobacco prevention and control.                                    | Health Program Manager<br>Health Program Specialist<br>Evaluation Specialist<br>Health Equity Program Specialist<br>Health Education Specialist | Ensure that tobacco prevention and control objectives and activities are included in bureau and other program work plans and strategic plans.  |